

August 30th, 2015

Federal Communications Commission
Washington, D. C.

Re: Filing Comments In Support Of Power Increase & Commercial Advertising For LPFM

The idea to bring more local service to a community is important and worthwhile especially introducing new content that may never be heard on radio.

I am in support of a power increase up to 250 Watts or higher for LPFM Stations and also allowing them to sell commercials to a local business owner where the station broadcasts.

It will benefit not only the Licensee but also potential business owners who cannot afford the high rates of stations in the same or nearby communities.

LPFM construction costs, build out costs and operational costs are just as high as a commercial radio station and the need to benefit from selling commercial advertising to local business owners is great.

Usually, the applicant/licensee pays for shortfalls in the construction and operating of an LPFM and that raises the opportunity for failures at some point during its existence. LPFM Stations are not trading very well and probably won't so they would sign off the air and leave a void in the market that not to many others would take on. "How can I make it if the original owner didn't". That's a major problem and selling advertising can help.

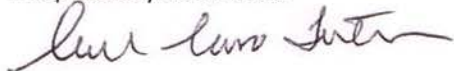
Also of great importance is to increase the power of the station to at least 250 watts. An LPFM Antenna placed at 100 feet with a power of 100 watts provides a signal perhaps at a maximum of 6 miles but more likely a listenable signal at 3 miles. This hardly covers the community they are licensed to serve.

LPFM Stations can do a lot of good, with local content that can't be found on commercial radio stations and allowing them to sell advertising time and giving them the power increase to 250 watts or higher can insure their viability of survival.

I am in support of these actions by the FCC and trust they will act in a positive manner with these measures.

The FCC started something really good by making LPFM possible now it's time to insure their future.

Respectfully Submitted



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